

VIDEO-ON-DEMAND SERVICE
WITH AN INTERACTIVE INTERFACE FOR
FACILITATING VIEWER SELECTION OF VIDEO PROGRAMS

Abstract of the Disclosure

5 A telecasting service is provided that offers video programs upon viewer demand, and which includes an interactive interface for facilitating viewer selection of video programs. The interactive interface allows the viewer to scan through a list of video
10 programs available on the demand telecasting service. The interactive interface also provides the viewer with still images, full-motion previews, and textual descriptions of the available programs. The demand telecasting service distinguishes subscribers from non-
15 subscribers, and provides an interactive facility for allowing non-subscribers to subscribe to the system.